

## ABSTRACT OF THE DISCLOSURE

### METHOD AND APPARATUS FOR AUTOMATICALLY ASSESSING INTEREST IN A DISPLAYED PRODUCT

A method for automatically assessing interest in a displayed product is provided. The method including: capturing image data within a predetermined proximity of the displayed product; identifying people in the captured image data; and assessing the interest in the displayed product based upon the identified people. In a first embodiment, the identifying step identifies the number of people in the captured image data and the assessing step assesses the interest in the displayed product based upon the number of people identified. In a second embodiment, the identifying step recognizes the behavior of the people in the captured image data and the assessing step assesses the interest in the displayed product based upon the recognized behavior of the people. The method can also include the step of recognizing at least one characteristic of the people identified, which can be performed with or without the assessing step.